



## Services for U.S. Companies

The Economic/Commercial Section of the U.S. Embassy in Bosnia and Herzegovina (BiH) assists U.S. companies in exporting to BiH by identifying local opportunities for the sale of U.S. products or services, providing counseling on the market, and meeting the advocacy needs of U.S. firms. We offer our experience and expertise in providing insights into the business environment of Bosnia and Herzegovina.

### The Gold Key Matching Service

The Gold Key Matching Service provides U.S. firms with prescreened appointments in Bosnia and Herzegovina with potential agents, distributors, sales representatives, strategic business partners, and government officials. The Gold Key Matching Service offers customized market and industry briefings with our trade specialist, timely and relevant market research, appointments with prospective trade partners in key industry sectors, post-meeting debriefing and assistance in developing appropriate follow-up strategies.



### International Partner Search (IPS)



The International Partner Search (IPS) provides a report on qualified Bosnia and Herzegovina agents, distributors, manufacturers, representatives, joint venture partners, licensees, franchises, or strategic partners who have examined a U.S. company's materials and expressed an interest

in the company's products, services, or licenses, or expressed an interest in otherwise partnering with the company. The International Partner Search service will provide you with high-quality market information on the marketability and sales potential for your products and services, contact information on key company officers, along with information on the companies' size, sales, years in business, number of employees, and a statement from each potential partner on the marketability of your product or service.

### Contact us:

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<http://export.gov/bosniaandherzegovina/index.asp>





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### International Company Profile (ICP)

The International Company Profile (ICP) enables U.S. companies to enter international business relationships with confidence. It helps U.S. companies evaluate potential business partners by providing a detailed report on Bosnia and Herzegovina companies, which have been personally visited by a Trade Specialist of the U.S. Embassy Economic/Commercial Office. We provide detailed financial reports on a prospective overseas sales representative or partner, a listing the company's key officers and senior management, and banking and other financial information about the company. We will also provide you with an analysis as to the viability and reliability of the overseas company or individual you have selected, as well as an analysis on the relative strength of that company's industry sector in your target market.



### Single Company Promotion (SCP)

The Single Company Promotion (SCP) is a customized service designed to meet the U.S. client's need for promoting its products, services, or image in the Bosnia and Herzegovina market. The U.S. Embassy Economic/Commercial Office works with the U.S. company to develop the format for an event or campaign to accomplish the identified objectives. This service is designed to give a boost to U.S. firms' efforts to launch a product or service overseas, find new customers, conduct a technical training program on their product or service, or otherwise get the word out about their capabilities. We will assist you to professionally organize an effective promotional event, including helping identify the right attendees from the overseas business community, locating a suitable venue, sending invitations, promoting the event, and performing other logistical support.



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